



## Mercian Marketing and Communications Group Group Meeting #2

Fri 24 Jan 2020; Curzon Library, BCU

10am – 4pm

### Attendance

Chair: Stewart Sandilands (Birmingham City)

Nicky Adams (Staffordshire); Joe Carey (Wolverhampton) PM only; Jakki Carton Co-chair (Wolverhampton); Scott Chesworth (Keele); Hannah Congrave Co-chair (Leicester); Emma Halford-Busby (Nottingham); Emma Hollinshead (Aston); Katie Jones (Newman); Katie Mann (Coventry); Allie Taylor (Worcester); Ed Wakefield (Newman); Giada Zanella (Aston) AM only

### Agenda (amended)

approximates

Arrive	10.00 – 10.15
Welcome/Intro	10.15 – 10.30
Session 1: <b>Social Media and measuring impact</b> Social Media: What, Who, How, Toy Story Group discussion (comfort break) <b>Monitoring Social Media at Coventry University</b> Group discussion	10.30 – 12.30
Lunch Break	12.30 – 1.15
Session 2: <b>Tools and Resources (part 1)</b>	1.15 – 2.30
Session 3: <b>Planning ahead</b>	2.30 – 3.00
Session 4: <b>Marketing in the Library space</b>	3.00 – 3.40
Close and AOB	3.40 – 3.50
Tour of BCU, Curzon Library (Optional)	3.50 – 4.15



	<p><b>You Tube:</b> 3rd most used platform; video content is extremely popular; useful for functional 'how to' videos.</p> <p><b>Facebook:</b> still a highly popular platform, but perhaps less relevant student demographic. Can be difficult to generate interaction.</p> <p>Use whichever platform works for you and don't be afraid to shut down/suspend an account that isn't performing.</p> <p><b>Organising Content:</b> calendar; scheduling tools; shared documentation; analytics.</p> <p><b>Ownership and responsibility:</b> Social media activity can be approached via centralised or devolved models, however a <b>hybrid approach</b> probably works best.</p> <p><b>Successful content:</b> mix it up; develop an identity; use humour; share relevant content from others; use videos; images and gifs (sparing).</p> <p><b>Campaigns</b> to promote key messages - require a prolonged effort with multiple posts. Repeating tweets can be as effective as the initial tweet. <b>1 in 4</b> twitter rule. i.e. 1 service related post to every 4 fun/informal posts.</p> <p><b>Tone:</b> Balancing tones is key when using different platforms. Be 30% friendlier than face to face. Ask questions and join in conversations. Use proper grammar and syntax.</p> <p>-----</p> <p><b>Monitoring Social Media at Coventry University</b> - presentation by Katie Mann, Coventry University.</p> <p>Key points: What to monitor -</p> <ul style="list-style-type: none"> <li>• <b>Impressions</b> (no. of people who have seen a post)</li> <li>• <b>Engagements</b> (people who have interacted)</li> <li>• <b>Engagement Rate</b> (impression/engagement) – most useful</li> </ul> <p>On av. aim for approx. 2,000 impressions; 0.7 – 0.9 engagement rate.</p> <p>Most successful content – <b>funny; animals and relatable issues</b> Content shared by Uni accounts increases impressions. Entice viewers to 'click on' pictures and videos to increase engagement.</p> <p>Less successful – service updates and corporate content; retweets/shares from other internal depts'; no visual content; Facebook hard to generate engagement (though used by a lot of alumni).</p> <p><b>Tools and functions</b> <b>Polls-</b> use to find out who your followers are and what they like/want. Qualitative data (e.g. comments) can be more useful than quantitative (stats)</p>	
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	<p>and can be useful to compliment wider feedback gathering activities.  <a href="#">Hotjar</a> heatmaps very useful.  <a href="#">Followerwonk</a> - useful features include info on when your followers are most active.</p> <p><b>Strategy</b>          Having a strategy improves performance- engagement rate improved without significantly increasing no. of posts.</p> <p><b>Management and review</b>—schedule regular meetings with your social media team/champions to review analytics and create content.          Compare content against engagement rates and take screenshots of posts and analytics (more useful when reviewing success than spreadsheets full of data).          Posts categorised according to subject matter to track what types of content work best. Create a calendar for planning ahead. Themed weeks/months e.g. ‘resources’.</p> <p>-----</p> <p>Presentations were followed by Q&amp;A and group discussion - predominantly focused around social media management; the challenges of motivating teams to engage and demonstrating the value of social media to senior management; as well as some discussion on web review and development.</p> <p><b>Action:</b> Kate and Hannah to submit presentations for sharing on GDrive.</p>	<p>HC; KM</p>
<p>Session 2:  <b>Tools and Resources</b></p>	<p><b>Activity:</b> brainstorming session followed by open discussion. Suggestions summarised below (Activity Sheets on G Drive).</p> <p><b>Collaborative Tools</b>          e.g. <b>Microsoft Teams</b> (Office 365) – good for working across teams/ departments; requires purchase and total buy-in from institution and users.</p> <p>Other: Yammer; Padlet; Canva; Trello; Teams; Google Drive, forms and slides; Office 365/Sharepoint, Visio; Slack; Wakelet; Dropbox; We Transfer; Zoom.</p> <p><b>Creative and Digital</b>          e.g. <b>Outfit</b> –branded templates, central approval process for ensuring consistency of brand and style. Requires purchase and institution wide adoption.          Image creation/edit: <b>Canva</b> –multi-platform templates and collaboration; Adobe Creative Suite; PicsArt – image editing app          Stock images: Pixabay; Nappy.co; Pexels; banner snack          Video: Biteable- animations; video scribe; screencast-o-matic;</p> <p><b>Feedback and engagement</b>          Surveys and polls: Survey Monkey; Social Media polls; Hotjar polls; Doodle</p>	

	<p>poll; Cahoot; Jisc online survey  low-fi: chalk boards; white boards, post-it notes; feedback walls; blind date; coffee+cake.  Other: Question of the week; Libwizard; RefAnalytics.</p> <p><b>Web Management</b>  e.g. <b>Siteimprove</b> – broken links, accessibility, analytics heat maps etc. – requires purchase.  Others: Hotjar – heat maps, user stats; Wave – accessibility toolbar; No Coffee- visual impairment simulator; Screaming frog- site audit/broken links; Gloomaps - site mapping; W3Schools - web tutorials.</p> <p><b>Social Media Management</b>  e.g. <b>Hootsuite</b>- Tweetdeck; lists; search across platforms; Followerwonk- Twitter optimisation; Twitter audit.com- fake accounts.</p> <p><b>Data Measurement</b>  e.g. <b>Google Analytics</b>; RefAnalytics; Libanswers; Mentimeter; Siteimprove; Iconsquare- Instagram; Hotjar- heatmaps and polls; Bristol online survey</p> <p><b>Event management</b> -Eventbrite; Central Events calendar  <b>Presentations</b> - Prezi; Canva; Sway (Office 365); PowerPoint</p>	
<p>Session 3:  <b>Planning ahead</b></p>	<p><b>Aim:</b> to establish a firmer understanding of the group needs in order to enable better facilitation of future activities.</p> <p><b>Activity:</b> Throughout the day, attendees were asked to note down thoughts on their priorities; concerns (either in relation to their own work the Marcomms Group) and expectations of the group. Key themes are summarised below. (Activity sheets accessible on the G Drive.)</p> <p><b>What are your priorities?</b></p> <ul style="list-style-type: none"> <li>• Establishing working groups</li> <li>• Upskilling and encouraging staff involvement, delegation</li> <li>• Marketing , communication and social media strategies and roadmaps</li> <li>• Measuring impact, benchmarking</li> <li>• Webpage review</li> <li>• Promoting eResources</li> <li>• Refurbishment communications</li> </ul> <p><b>What are your Concerns/barriers?</b></p> <ul style="list-style-type: none"> <li>• Resources – time, skills, knowledge, experience, staffing, budget</li> <li>• Buy-in and engagement from: senior leadership, staff, teams, students</li> <li>• Given responsibility for tasks without being equip to manage them; managing multiple demands and expectations.</li> </ul>	

	<p><b>What do you want to get out of the Marcomms group?</b></p> <ul style="list-style-type: none"> <li>• Networking</li> <li>• Informal</li> <li>• Sharing experience and best practice</li> <li>• Improving engagement</li> <li>• Expand and innovate within marketing</li> <li>• New software, skills, resources</li> </ul> <p><b>Objectives and outcomes of group discussion:</b></p> <ol style="list-style-type: none"> <li><b>1. Narrow down themes and topics of interest for next meeting/s:</b> <ul style="list-style-type: none"> <li>• Communication plans/strategies and toolkits. Share and review different plans. Co-create an action plan as group activity.</li> <li>• Relationships with Central Marketing departments (common goals, building a shared understanding, centralised guidelines university calendar.)</li> <li>• Design - create something in a session (e.g. an infographic), try out software, with guidance from experience group members or an external expert.</li> <li>• Handling negative and inappropriate behaviour over various communication channels (policy; template text/responses.)</li> </ul> </li> <li><b>2. Discuss future training/external speakers</b> <ul style="list-style-type: none"> <li>• Strategies and planning (e.g. Ned Potter, Library Marketing Toolkit)</li> <li>• Creative tools</li> <li>• Analytics and data analysis</li> </ul> </li> <li><b>3. Continuing the collaboration between meetings</b> <ul style="list-style-type: none"> <li>• No initial uptake for establishing sub-groups or project work (workloads, time pressures and other priorities are contributing factors), though these will likely develop over time as the group progresses.</li> <li>• Use collaborative tools such as the Google Drive; Padlet; Doodle poll to share ideas and resources, vote and comment on suggestions etc.</li> </ul> </li> </ol>	
<p>Session 4: <b>Marketing in the Library space</b></p>	<p>Scott (Keele), Jakki (Wolverhampton), Emma (Aston) shared photos of their library spaces and current marketing practices; followed by an (optional) tour of BCU's Curzon Library.</p>	
<p><b>Closing remarks and AOB</b></p>	<p>Group agreed that the format of the day worked well – with presentations and discussions in morning and some 'lighter' and/or more active session in the afternoon.</p> <p>Keep reflection on the 'benefits of the group' as a standing item on the meeting agenda.</p> <p><b>Action:</b> Investigate training options, including funding– liaise with Mark</p>	<p>Co-ordinators</p>

	<p>Toole.</p> <p><b>Next meeting</b> Initial options to be voted on via Doodle Poll, preliminary dates agreed: 24<sup>th</sup> April; 1<sup>st</sup> May; 15<sup>th</sup> May. Full day event. Location tbc (Nottingham and Leicester suggested) <b>Action:</b> Co-ordinators to circulate poll, with minutes and draft agenda</p> <p><b>AOB</b> Reminder- <b>Best Practice in Marketing &amp; Communications Event</b> at Aston Library, 18 March. <a href="https://merciancollaboration.org.uk/best-practice-marketing-communications">https://merciancollaboration.org.uk/best-practice-marketing-communications</a>.</p>	JC
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